

WHEN YOU WANT THE VERY BEST THAT'S GOING YOU'LL FIND IT IN THE JOURNAL

# Oregon SUNDAY Journal

THE LIVE NEWS PRESENTED IN A LIVE WAY IS WHAT THE PEOPLE LOOK FOR IN THE JOURNAL

PORTLAND, OREGON, SUNDAY MORNING, MAY 1, 1904



100 dozen Ladies' pure Linen Handkerchiefs, white, hemstitched, this week <b>10c Each</b>	A lot of new and daintily embroidered turnover top Collars, this week <b>10c Each</b>	A handsome lot of new white Lace Bands 1 to 2 1/2 inch widths, big choosing, 35c, 40c and 50c values—this week <b>25c Yard</b>	Special lot fancy Parasols, some of last season's make, slightly mussed from handling, whites, plaids and solid colors, all One-Half Price. \$1.50 values <b>75c</b> . \$2.50 values, <b>\$1.25</b> .
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THE "DIFFERENT STORE"  
FIFTH AND WASHINGTON ST.

## Olds, Norton & King

Portland's Best Sort o' Shop  
Home of Quality and Fashion

### May Festival Sale EMBROIDERIES AND INSERTIONS FIRST FLOOR

Handsome variety of Swiss, Nainsook and Cambric Embroideries and Insertions. For a record breaking May-sale we'll place on the counter tomorrow for the week a lot of splendid 25c and 35c qualities at the yard,....12 1/2¢  
A second lot consisting of 50c, 60c, 75c and \$1.00 values, while they last at, yard.....25¢  
A beautiful lot of new Lace Collars at Neckwear counter, the stylish, handsome circular shapes in big variety.....\$1.50 to \$5

## A Merry May Festival Starts Here Monday!

A Grand Six-Day Maytime Jubilee of Special Sale

THE STORE IS IN HOLIDAY, SPRINGTIME ATTIRE—MAY POLES ABOUND EVERYWHERE AND MAY BASKETS HANG ALONG THE PATHS formed by the broad aisles of this village of stores. Bring the children to enjoy the scene. We've transformed this "Famous Old Store" into a May bower this week and Nature's handiwork will blend harmoniously with the flash of Spring colors artistically draped throughout the house by the clever decorators who employ their skill in the service of this "Old Homestead" shop. See the dolls' May-pole dance in the center of the Millinery Salons on 2d floor. The sight will delight child and adult alike, but over and above all, the week will be one of continuous activity and intense interest to buyers. As you read thro' this page you will feel the dollars grow in your pockets—this week they will be worth a premium here. We have fairly earned the reputation of leaders in low prices on goods of the reliable sort—one reason for our great and rapid growth. An increased force of salespeople will be here to wait on you, so delays will be as much as possible avoided. SPECIAL PRICES WILL BE MAINTAINED ENTIRE WEEK unless otherwise stated. Watch daily papers for announcements.

### May Week Ribbon Specials

NEW 40c RIBBONS 25¢ YARD—  
First floor—All pure silk, sath  
Taffeta Ribbons, 4 1/2 inches wide,  
finest quality, 35c and 40c values;  
all new, bright, fresh Ribbons in  
all wanted colors, also blacks,  
creams and whites; yard....25¢  
Special Values in Women's

### 'Kerchiefs

Pure sheer linen Handkerchiefs  
with the popular 3/4 and 1/2-inch  
hems, all of the famous Richard-  
son weave—this week a  
special value at, each....12 1/2¢

### May's Greatest Showing Here of Gloves and Ribbons, Neck- wear and Dainty Veilings

FIRST FLOOR

A swell new line just received for May sale of Fabric Gloves, silk or lisle, in whites, black or the dainty mode and popular grays. Pair.....25¢ to \$1.50  
New lines just in of the famous "Monarchs," best \$2.00 glove sold in America, also "Derbys," our special make \$1.50 glove, and Eskays, the dressiest, most perfect fitting \$1.50 glove, made by expert glovers.  
New full lines just in of plain Taffeta Ribbons, in all wanted colors, also black, white and creams, in 1/2 to 5-inch widths.  
Yard.....5¢ up to 35¢

### New Chic Veilings

The very smart new "Tuxedo" Veilings, plain or dotted. Yard.....25¢ to \$1.50  
Chiffon Veiling, up from, yard.....25¢  
Brussels Net Veilings, yard. 25¢, 35¢, 50¢  
Veilings, for hat drapes, 1 1/2 and 3 yards long. Each.....50¢ to \$3.50  
Chiffon, yard.....50¢  
Finest Chiffon, yard.....\$1.00

### May Days in Millinery's Realm SECOND FLOOR

The little May queens will romp here this week in gay abandon. Interest centers in this charming spot. Here the grand May-pole is surrounded by dollies dressed in their prettiest, gay streamers flaunt colorfully and May baskets hang in profusion. Space will not allow description—but suffice to say 'tis like Fairyland with all the elves at play. Bring and send in the children.

NEW LACE HATS are being featured this May week, charmingly exquisite, and becoming to all faces. Shapes are large and drooping with lace of course the chief trimming feature with tiny flowers dotting here and there among the folds. Prices range up from \$5 to \$35.  
New shipments just received of the famous GAGE HATS.  
Another lot of those chic and stylish Hats for Misses on sale Monday.

### Special for Misses

A very handsome lot of dainty sailor shapes, with wide brims and large low crowns. Colors are brown, gray, blue and burnt straw. The hats are prettily trimmed, each with 3 1/2 yards of very wide all silk taffeta ribbon, forming a swell, large bow on front. These charmingly smart hats would be real bargains at \$3, but for Monday again we place them on sale at a special price of, for choice, \$2.25

## May Sale of Muslin Underwear and Children's Dresses Annex, 2d Floor



The spotless loveliness, the ravishing daintiness, the perfect workmanship and generous proportions of this snowy show of White Lingerie spread out like the first fall of virgin snow on the hillsides, will fill every visitor to the Undermuslin Annex, on second floor, this week with enthusiastic admiration and delight. 'Tis a bewitching picture, a gathering fresh and sweet as a May morning. And best of all, the entire expose will bear the closest scrutiny, for every piece is perfect to the smallest stitch. These prices will prove how useless it is to make the garments at home. You'll make money by spending it here this week among the Undermuslins.

Ladies' Umbrella Drawers made of fine cambric, trimmed with two rows of Val lace insertion, two clusters of tucks and finished with lace edging. Regular price \$1.00. **69c**  
Special at.....  
Ladies' Cambric Petticoats, 20-inch umbrella founce with 3 clusters of 6-fine tucks each and 3-inch hem or deep founce with cluster of 4 wide tucks and 5-inch wide Val lace edging or deep founce with cluster of hemstitched tucks and 6-inch embroidery edge. Regular price \$2.00. Special **\$1.35**  
Ladies' fine Muslin Gowns, V-shaped neck, yoke of 2 rows of 1 1/2-inch embroidery insertion between 4 clusters of 7 fine tucks each, 1 1/2-inch embroidery edging at yoke, neck and sleeves. Regular price \$1.75. Special **\$1.27**  
at.....  
Ladies' fine Cambric Corset Covers, circular yoke, trimmed with 2 rows Val lace insertion, 2 rows of beading, with ribbon draw-string, sleeves and neck finished with Val. **63c**  
lace edging. Regular price \$1.00. Special at.....  
Ladies' Knee Skirts of fine Cambric, 2 rows of 1 1/2-inch wide cluny lace insertion between 3 clusters of tucks, ruffe edge with 2 1/2-inch wide cluny lace edging. Regu- **\$1.29**  
lar price \$1.75. Special at.....  
Our French hand-made and embroidered and lace trimmed Lingerie and our beautiful embroidered Italian Wash Silk Underwear afford most satisfactory selecting for graduating outfits or bridal trousseaux.  
Children's White Cambric Dresses, embroidered yoke finished with featherbone braid, ruffe at neck and sleeves. **27c**  
Ages 1, 2 and 3 years. Regular prices 40c. Special at.....  
Infants' Jackets of plain white, fancy striped French flannel or dainty colored elderdown, nicely embroidered. Regu- **30c**  
lar prices to \$1.25. Special at.....

### A May Basket of Women's Underwear and Hosiery Bargains

FIRST FLOOR

We open tomorrow a sale of Women's splendid new Knit Underwear and stylish, reliable Hosiery that includes many rare values. Among them ladies' white lisle Vests, sleeveless, Richelieu and Swiss ribbed, daintily trimmed in lace effects. Best 25c values at, pair.....25¢  
Ladies' fine white ribbed, sleeveless lisle Vests, crochet and tape trimmed, extra value at 75c; special this week at.....49¢  
Ladies' white Lisle Vests, with high neck and long sleeves, prettily trimmed in crochet and drawn ribbon effects; made by the celebrated Merode underwear fashioners; best 75c values; special at.....49¢  
Ankle length Pants to match above, pair.....49¢

### HOSIERY

Women's fast black lisle Hose, Hermsdorf dyed, with high-spliced heels and double soles; best 40c values in the city; special this week at, pair.....27¢  
Children's Seamless cotton Hosiery with linen spliced knee that doubles the wear at that vulnerable point, also at heel and toes; sizes 6 to 10, usual 25c values, special this week at, pair.....17¢

### Too Many Beds in the Warehouse for May 1st

Owing to an immense purchase east of Beds now on the way, we must make room in the warehouse for their reception. Don't you think these prices ought to rid us of a few?

### Iron Beds Sharply Reduced

Full of three-quarter sizes, plain or fancy filled styles.  
\$4.50 Beds this week for...**\$ 4.00**  
\$5.50 Beds this week for...**\$ 5.50**  
\$8.00 Beds this week for...**\$ 6.50**  
\$10.00 Beds this week for...**\$ 8.25**  
\$14.00 Beds this week for...**\$11.00**  
\$17.00 Beds this week for...**\$13.50**  
\$22.50 Beds this week for...**\$18.00**  
\$25.00 Beds this week for...**\$20.50**  
Reclining Go-Carts for baby.....**\$9.50 to \$55**  
Folding Go-Carts for baby.....**\$3.25 to \$8**  
New Carpets, Linoleums and Mattings, fourth floor.

### An Unusual 3-Day Sale of Women's Fashionable Suits

Monday, Tuesday and  
Wednesday Only

Second Floor Salons of  
Dress

### STARTS HERE MONDAY AND SHIRT WAISTS, TOO

We were enabled last month to close a deal with a leading New York City manufacturer of high-class Suits in man-tailored makers, whereby a lot of very smart, handsome and ultra-fashionable Suits came to us at a remarkable price concession. To these we have added a number of our own swell Suits, all the newest and latest makes in walking and dress styles, and now, to fittingly observe this great May festival fete, we're going to share our good fortune with our patrons this way: We've divided the immense lot of about 600 suits into three lots, reduced from regular prices as printed below. In dress styles are included Suits of Etamine, Broadcloth and handsome novelty Tweeds, also Venetians in all the newest styles, blouse, Eton and Jacket effects, handsomely trimmed, with every earmark of the high art, man-tailored garment.

WALKING SUITS of Cheviot, Homespun and swell Novelty Tweeds, in all popular, wanted colors, Jacket, Eton or blouse styles; very chic, jaunty Suits.

\$15 to \$20 Suits, for 3 days only, at.....**\$10.85**

\$25 to \$28.50 Suits for 3 days only, at...**\$14.75**

\$35 to \$38.50 Suits, for 3 days only, at...**\$23.65**

### A GREAT 3-DAY Sale of Shirt Waists

Dainty, handsome Waists of fine white Lawn and prettily figured Madras. The latter are in plain tailored effects or with box plait fronts. The lawns are attractively trimmed in rich fancy lace effects or with embroidery and tucks. All are the very newest and latest of the season's make. Prices reduced for the May week sale like this:  
\$3.00 Waists for three days.....**\$2.20**  
\$3.50 Waists for three days.....**\$2.40**  
\$3.75 Waists for three days.....**\$2.65**  
\$4.00 Waists for three days.....**\$2.80**  
\$5.00 Waists for three days.....**\$3.25**

## White Goods TO THE FORE

Domestic Corner—First Floor.

May-days bring first real thoughts of summer and with them we turn to the dainty, summery stuffs for wear when the mercury jumps, rather than climbs, up among the '90's. Our showings of stuffs you'll need to make up for the coming graduations and confirmations is larger than ever before. Your wants will be best filled here. Among the pretty fabrics are Silk Persian Lawns, French Lawns, Mousselines, Massalias, Imported Nainsooks, Crystal Lawns, Voiles, Mercerized Novelty Etamines, Pure Linen Lawns and Cambrics. The price range is wide and "stretchy," choose most anywhere—25¢ to \$1.50 yard.

### Specials for the May Fete

Fine French Lawn, 45 inches wide, in the 50c quality, this week, yard.....**42c**  
40c quality, this week, yard.....**33c**  
30c quality, this week.....**25c**  
3,000 yards fine sheer India Linon, best 15c quality at the yard.....**10c**

### Special May Sale of Shirt Waist Patterns at 1/2 Price

Handsome, hand-embroidered Linen Shirtwaist Patterns in open work effects, all at one half usual prices. Regular \$9 patterns this week at...**\$4.00**  
\$9.50 patterns this week at.....**\$4.25**  
\$10 patterns this week at.....**\$5.00**  
\$10.50 patterns this week at.....**\$5.25**  
\$11 patterns this week at.....**\$5.50**  
\$14 patterns this week at.....**\$7.00**

### Startling, But True

FOR THREE DAYS WE WILL REDUCE ABSOLUTELY EVERY PIECE OF DRESS GOODS IN OUR STOCK!

We've \$20,000 worth too much of Summer Dress Stuffs. In order to reduce this overstock in three days we inaugurate

A sweeping clearance of our entire stock in the First floor Annex.

Nothing omitted, every piece—black or colored—price slaughtered. A GRAND MAY CLEARANCE SALE! No use enumerating kinds, for it includes every kind. Not a piece reserved. All radically reduced—no scratches, but deep cuts. If you've a dress goods want, fill it now. Extra salespeople in attendance—Monday, Tuesday and Wednesday only.